

Message Text

UNCLASSIFIED

PAGE 01 SAN SA 03106 170142Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----113536 171822Z /43

R 162217Z JUN 78
FM AMEMBASSY SAN SALVADOR
TO USDOC WASHDC
INFO SECSTATE WASHDC 8501
AMEMBASSY GUATEMALA
AMEMBASSY MANAGUA
AMEMBASSY MEXICO
AMEMBASSY PANAMA
AMEMBASSY SAN JOSE
AMEMBASSY TEGUCIGALPA

UNCLAS SAN SALVADOR 3106

E.O. 11652: N/A
TAGS: BEXP, ES
SUBJECT: U.S. PAVILION IN VIII INTERNATIONAL FAIR OF EL SALVADOR,
NOVEMBER 3-20, 1978

REF:
:(O) 77 SAN SALVADOR A-71, (B) 77 STATE 261075

1. ON INITIATING FY - 79 CAP CAMPAIGN # 1 (REFTEL A) INVOLVING
THE U.S. PAVILION (USP) IN THE VIII INTERNATIONAL FAIR OF
EL SALVADOR (IFES), EMBASSY PLANNED TO REDUCE AREA OF USP
FROM 43.5 STANDS IN 1976 TO 34.5 STANDS IN 1978 OR BY 21
PERCENT IN RESPONSE TO WCAG'S RECOMMENDATION THAT PARTICIPATION
BE LIMITED SO THAT RESOURCES COULD BE SHIFTED TO OTHER CAMPAIGNS
(REFTEL B)

2. HOWEVER, TO DATE, POST HAS CHECKS IN HAND FOR 26 STANDS
AND CHECKS PENDING FOR 8.5 (INCLUDING 5 RESERVED FOR STATE OF
FLORIDA). MOREOVER, WE HAVE TWO ADDITIONAL CHECKS IN HAND AND
FIRM VERBAL COMMITMENTS FOR ANOTHER 4 STANDS IF SPACE BECOMES
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AVAILABLE.

3. THUS WE ARE SOLD OUT 4 1/2 MONTHS PRIOR TO OPENING WITH
A FIRM WAITING LIST FOR 6 ADDITIONAL STANDS.

4. INTERESTINGLY, THOSE EXHIBITORS IN 1976 PARTICIPATING ONLY
FOR IMAGE HAVE DROPPED OUT IN 1978 THUS ENHANCING USP'S EXPORT

PROMOTION POTENTIAL.

5. ACTION REQUESTED: GIVEN ABOVE DEAND FOR SPACE AND ENHANCED
EXPORT PROMOTION POTENTIAL FOR 1978 USP, EMBASSY
REQUESTS WCAG'S CONCURRENCE TO EXPAND THE NUMBER OF STANDS IN
THE 1978 USP FROM THE PROPOSED LEVEL OF 34.5 BACK UP
TO THE 1976 LEVEL OF 43.5.
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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SANS03106
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780254-0395
Format: TEL
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780650/aaaabqxp.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b9c65087-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2320250
Secure: OPEN
Status: NATIVE
Subject: U.S. PAVILION IN VIII INTERNATIONAL FAIR OF EL SALVADOR, NOVEMBER 3-20, 1978
TAGS: BEXP, ES
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/b9c65087-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
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